

## Lesson Plans

Class: B.Com Third Sem 6th (Even)Teacher's Name: MEERASubject: International Marketing

|         |                                                                                                         |
|---------|---------------------------------------------------------------------------------------------------------|
| Week 1  | Domestic v/s international marketing's opportunities and challenges for marketing                       |
| Week 2  | International Environment, Foreign Market                                                               |
| Week 3  | Selection and Entry modes (Revision of Unit 1st)                                                        |
| Week 4  | International Product life cycles theory, Research and information,                                     |
| Week 5  | Product Designing, Packaging Revision, Test Assignment (Test)                                           |
| Week 6  | Pricing Process and methods, International Price quotation and Payment terms                            |
| Week 7  | Channel structure and selection decisions (Assignment)                                                  |
| Week 8  | Managing channel conflicts, selection and appointment of foreign sale agents.                           |
| Week 9  | Basic export Procedure and documentation Test, Assignment                                               |
| Week 10 | methods of international, Product Promotion, challenges in international advertising and media Strategy |
| Week 11 | Web marketing, organising Trade fair and exhibition                                                     |
| Week 12 | Revision of Unit <u>IV</u> , Test                                                                       |

Meera  
23 / Jan / 2023